

Balboa Village Advisory Committee
Urban Land Institute Technical Assistance Panel
Scope for Balboa Village
Date: September 11, 2013

Achieving the Balboa Village Vision in the Public Realm





The Newport Beach City Council identified several priority objectives to be addressed as part of its budget planning process for Fiscal Year 2011-12. To accomplish these key objectives in a timely fashion, the City Council appointed three of its members to serve on the Neighborhood Revitalization Committee (NRC) to study and develop recommendations for the City Council on various improvement projects in five areas, including Balboa Village. The type and level of study and improvements in each of the areas varied widely, ranging from a landscape median design to a more comprehensive land use and parking study for Balboa Village.

The NRC appointed a five-member Citizen Advisory Panel (CAP) in June 2011 to set a new vision and implementation strategy for the revitalization of Balboa Village. The members of the CAP were all residents of Newport Beach, and the City Council representative to the CAP was Council Member Mike Henn. The CAP, along with City staff and consultants, met monthly for almost a year, and the end result was a Master Plan to revitalize Balboa Village. The CAP was clear in its intention to recommend implementation strategies that were feasible and could be realized within a reasonable time frame.

The Master Plan includes the Brand Vision and Brand Promise, market conditions, and recommended revitalization strategies regarding economic development, planning/zoning, parking, and public infrastructure/streetscape. The recommendations include developing and implementing a commercial façade improvement program, developing and implementing a targeted tenant attraction program, establishing Balboa Village as a shared parking district, eliminating/modifying parking requirements in Balboa Village, establishing an overnight residential parking permit program west of Balboa Village, encouraging mixed-use development, improving bicycle and pedestrian facilities, and updating the streetscape and public signage plan.

The City Council approved the Master Plan in September 2012. The Balboa Village Advisory Committee (BVAC) was created to oversee the timely implementation of the Master Plan. Two City Council Members and five Balboa Village representatives serve on the BVAC. The BVAC has begun to implement some of the strategies and are working towards some of the more extensive strategies, such as updating the streetscape plan. The TAP will provide important insight for several of the strategies specific to the public realm, including the streetscape plan, wayfinding signage, the commercial façade improvement program, and the targeted tenant attraction program.

Below are the Brand Vision, Brand Promise, and vicinity map, which along with the Master Plan (attached) provide some history and objectives for the Balboa Village area.

Brand Vision Statement – 2020:

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach, and is an inviting, family-friendly entertainment, shopping and dining district. Recognized as Newport Beach's original town site, the revitalized neighborhood is anchored by a complementary mix of large and small scale attractions, including the dynamic new ExplorOcean interactive center, the restored Balboa Performing Arts Theater and event center, and the renovated iconic Pavilion. The expanded Fun Zone is a quaint and engaging environment that offers an array of harbor and beachfront activities for many age groups, and is a celebration of the classic Southern California beach life that is contemporary in personality yet steeped in tradition.

Brand Promise Statement – 2012:

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach. It embraces the role of a classic Southern California beachside neighborhood that honors its entertainment heritage and provides a variety of active and passive harbor and beach activities, dining, and casual shopping. It is here that you can find an environment that offers a nostalgic and relaxed celebration of good times and family memories.

Vicinity Map



What questions should the ULI TAP address?

1. **You have Arrived at Balboa Village!** What are the existing Balboa Village Public Realm Corridors, Entry Areas, and Focal Points for vehicles, boats, bicyclists, and pedestrians?
 - a. How does each one rank in terms of overall importance?
 - b. How does each one rate in delivering its intended purpose of identifying Balboa Village?
 - c. Specifically, are there improvements that need to be made to these key areas?

2. **Balboa Village's Streets, Boardwalks, and Sidewalks are Fresh and Inviting!** How should the current street, boardwalk, and sidewalk improvements be updated and enhanced to create a stronger identity and connectivity in the Public Realm corridors, entry areas, and focal points?
 - a. Should other Public Realm design elements and/or connections be considered to create identity, connectivity, and cohesiveness along the Village's corridors, entries, and focal points?
 - b. With the future concept of "Park Once" in Balboa Village, how can pedestrian connections between parking areas and commercial businesses and other attractions be enhanced and strengthened?
 - c. Which improvements in the public rights-of-way should be given priority, if funding is not available for all the improvements at one time?
 - d. Specifically, what improvements in the public rights-of-way will give Balboa Village the "most bang for buck" in the immediate future?

3. **Balboa Village's Character is Distinctive and Memorable!** Should there be one or two defined architectural theme(s)/style(s) for Balboa Village?
- a. What types of improvements should be made to business façades on private property, in the absence of significant remodels and/or reconstruction projects?
 - b. How should the “blocks” be prioritized for the future City-sponsored façade incentive program and/or targeted tenant attraction program?
 - c. Should and/or how should the Balboa Village Design Guidelines be updated?
4. **Balboa Village is FUN!** What areas within the Public Realm are well-suited for special events and activities?
- a. What type of events and activities are appropriate for Balboa Village that attract residents and visitors to the area on a year-round basis?
 - b. How can that best be accomplished?



Looking south towards Balboa Pier.